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IMPORTANT NOTICE!

All Scientific Papers submitted for Publication must be Typewritten.
Notify the office promptly of any change of address, in order that mailing list and addresses in the Register may be corrected.

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NOTICE.

The arrangement of the program for the next meeting of the State Society, so far as all papers relating to Eye, Ear, Nose and Throat diseases are concerned, has been placed in the hands of a committee of the San Francisco Society of Eye, Ear, Nose and Throat Surgeons. All members desiring to read papers in this section, should send the title and an abstract of the paper to Dr. W. Scott Franklin, Dana Building, San Francisco.

With the new year begins the fourth year of the life of your JOURNAL, and your Publication Committee begs leave to extend to each and every member of the Society its hearty good wishes for a very happy, peaceful and prosperous New Year. We have much to be thankful for and much to look forward to in this coming year and those which will follow it. We ask you to give us your help and your support; when you see any point in which you think your JOURNAL may be improved, please write to the Publication Committee and set forth your views; we can assure you that your courtesy in so doing will be highly appreciated. We are striving as best we may, and with all our energy, to place in your hands each month just as good a journal as we can possibly put together; but we know that there is plenty of room for improvement. Help us toward the improvements by your serious suggestions. As a wish for the new year, let us earnestly hope that every one of us will remember that the

"master word in medicine is WORK," and let us try to do everything we individually can to bring about "unity, peace and concord." Let us have always in mind the dignity of our profession, and let us do nothing that may detract from it, and say no word that may bring disrepute upon a brother physician. If there be one of whom we can say no good, let us at least remain silent and without adverse criticism. To belittle each other is to belittle ourselves and our profession and to lower ourselves in the eyes of the public. Let us dwell together in that charity which can forgive much and in the end help much, and may that "peace of God which passeth all understanding" abide with us and be a part of our lives during the coming year.


With the passing of the old year, died the *Medical News*, a journal which for nearly sixty years had occupied an honorable position in the field of American medical journalism. The mere death of a medical journal is in itself a matter of no especial import, for journals come and journals go, while the nostrum goes on forever.

The particularly unhappy incident in this case is the fact that the *Medical News* has been absorbed by the A. R. Elliott Publishing Company, an institution which publishes the *New York Medical Journal* and the *American Druggist*; it has been suggested as a sort of "side line" to the advertising agency of A. R. Elliott. Elsewhere in this issue we put before you some examples of the claims which this company makes for one of its publications, and by way of contrast, some illustrations of the manner in which it supports (?) these claims in actual practice. Comment seems quite superfluous; we mourn that the *Medical News* had not a worthier death.

The fourth of the series of articles on the "Great American Fraud" appeared in *Collier's* for December 2d, and again we earnestly commend this publication to your attention. Every practicing physician in the United States should read these articles and be in possession of the information which *Collier's* is thus presenting. Furthermore, it is the duty of every physician to see that his patients are informed on these matters. Heretofore we have failed in our duty in that we have not educated the public in the commonest of the dangers that assail them; this should be changed, and we should see to it that they know just what they are drugging themselves with when they use these nostrums—these so-called "patent medicines," which the *San Francisco Call* states editorially can do no harm.


Doubtless the *Call* takes considerable thought to the many advertising contracts which are probably on file in its business office, and which, and also probably, contain the damning clause which has done away with the freedom of the press.

This is what *Collier's* thinks about the numerous nostrums composed largely of acetanilid:



BEWARE

OF



ACETANILID

The following well-known "remedies," both "ethical" and "patent," depend for their results upon the heart-depressing action of Acetanilid:

Orangeine	Megrimine	Ammonol
Bromo-Seltzer	Anti-Headache	Salacetin
Royal Pain Powders	Dr. Davis's Head-	Phenalgin
Miniature Headache	ache Powders	Cephalgin
Powders	Antikamnia	

and practically all of the drug-store-vended "headache cures" and "anti-pain" remedies.

Take no nostrum of this class without a doctor's prescription, unless you are sure it contains no acetanilid. Make the druggist tell you. He is responsible. A suit for damages has recently been won against a New York drug store for illness consequent upon the sale of a "guaranteed harmless" headache tablet containing three grains of acetanilid.

This cut we will have reprinted on slips and would suggest that you send for some and keep a few in your waiting room, so that your patients may know what these "medicines" are, and that they not infrequently kill. We would also respectfully commend to the attention of Mr. Bartow S. Weeks, attorney for the Etna Chemical Co., manufacturers of "phenalgin," the issue of *Collier's Weekly* containing the article from which we have borrowed this illustration.

The business of making nostrums and foisting them upon the medical profession first, and in that way upon the people later, is a particularly nice, clean and honorable one—perhaps. At any rate it is an extensive calling, and represents the investment of a good deal of capital in—shall we say, fraud? Believing that some of our members possibly do not see as many medical journals as come through our office, we have taken the liberty of reproducing some of their advertising pages so that you may see for yourselves what sort of valuable and beneficent products are presented to the medical profession—a profession that is supposed to be made up of educated, thinking men. Note the standing and character of the journals

which, for money, are willing to state that "anasarcin" is a "positive cure for dropsy";* consider the dignified attitude of some of these journals in aiding the newspapers of the land in the sale of fig syrup and santal-midy. If we undertook to comment on all of the rottenness in the nostrum business and in the "medical" journals which are controlled by these nostrums, there would be no room for anything else in your JOURNAL, and so we can only touch upon them casually here and there. We feel that we cannot begin the year better, nor in a more satisfactory way assure you that the policy of your Publication Committee in attacking the nostrums will be continued during the coming year, than by offering you the reproductions which appear in this issue. Are they not edifying? Should we not congratulate ourselves upon the character of our "medical" journals? Is it not nice and pleasant to see them helping the newspapers to help Mr. Pond, or somebody else, to secure a fortune by deluding the people and the ignorant in our profession, into buying "Pond's Extract," an article which Dr. Wood is reported to have said is perhaps as valuable as brick dust? One can see quite clearly that Mr. A. R. Elliott and other publishers of "medical-journals-for-profit" have a very high idea of the intelligence of their readers in recommending for their consideration and use the large assortment of worthless nostrums to be found in their advertising pages. And the unfortunate fact is, that if physicians were not fooled into using these nostrums by seeing the frauds so extensively advertised in "medical" journals, the frauds would soon die, for they do not live by merit, but in spite of a lack of it. We can assure you that we have not been paid for advertising either the journals or the nostrums found in the reproductions which we publish this month. This courtesy is extended to them quite gratuitously, and we hope that they will appreciate the kind attention.

1 Explain to your friends and patients that practically every newspaper in the United States is a silent partner in the nostrum fraud business. That it is bound to silence and to aid in defrauding the people into using alcoholic nostrums by the following clauses in its advertising contracts with the nostrum trust:

1st. It is agreed in case any law or laws are enacted, either State or National, harmful to the interests of the (Nostrum Manufacturing Co.), that this contract may be cancelled by them from date of such enactment, and the insertions paid for pro rata with the contract price.

2d. It is agreed that the (Nostrum Manufacturing Co.) may cancel this contract pro rata in case advertisements are published in this paper, in which their products are offered, with a view to substitution or other harmful motive; also, in case any matter otherwise detrimental to the (Nostrum Manufacturing Co.'s) interests is permitted to appear in the reading columns or elsewhere in this paper.

(See *Collier's Weekly*, Nov. 4, 1905.)

* We are very glad to state that since our illustrations were prepared we have received information that the *Alkaloidal Clinic* has discontinued this and some other objectionable advertisements.